

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A method of advertising within a media broadcast program which features regular program content and content related to commercials, comprising:

A. establishing a contest whereby listeners of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast of clues using broadcasting media from time to time at least partially during the broadcast of one of said commercials, with the contest requirement that a participant respond to said at least one broadcasted clue and follow the required procedure of said contest,

B. broadcasting using the broadcast media at least one set of regular program content during said program,

C. broadcasting using the broadcast media at least one commercial during said program as part of the content related to commercials,

D. broadcasting using the broadcast media at least one clue at least partially during said at least one commercial as part of the content related to commercials, and

E. providing a specified award to each participant whose response to said clue satisfied the contest requirements to win said award.

2. (canceled)

3. (canceled)

4. (original) A method according to claim 1 wherein said at least one clue is incorporated into a commercial.

5. (canceled)

6. (previously presented) A method according to claim 1 comprising the step of broadcasting at least two separate sets of songs, and broadcasting at least one commercial following each of said sets of songs, and broadcasting at least one clue at least partially during at least one of said commercials.

7. (canceled)

8. (currently amended) A method of advertising within a media broadcast program which features regular program content and content related to commercials, comprising:

A. establishing a contest whereby listeners of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast of clues using broadcast media from time to time at least partially during broadcast of one of said commercials, with the contest requirement that a participant respond to said at least one broadcasted clue and follow the required procedure of said contest,

B. broadcasting using the broadcast media at least one set of regular program content during said program,

C. broadcasting using the broadcast media at least one set of commercials during said program as part of the content related to commercials,

D. broadcasting using the broadcast media at least one clue at least partially during said at least one set of commercials as part of the content related to commercials, and

E. providing a specified award to each participant whose response to said clue satisfied the contest requirements to win said award.

9. (previously presented) A method according to claim 8 wherein the at least one set of regular program content comprises at least two songs, and each of said sets of commercials comprises at least two commercials.

10. (previously presented) A method according to claim 9 wherein a typical one of said sets of regular program content is broadcast for about ten minutes, and a typical one of said sets of commercials is broadcast for about two minutes.

11. (original) A method according to claim 1 wherein said award comprises a specific prize.

12. (original) A method according to claim 1 wherein said award comprises the right to participate in a further phase of said contest.

13. (original) A method according to claim 1 wherein said response required of a contest participant comprises placing a call to a specified phone number.

14. (original) A method according to claim 1 wherein said response to win the contest comprises being the nth caller of a plurality of callers, where n is a number specified in the contest procedure.

15. (currently amended) Conducting a contest within a media broadcast program which features regular program content and content related to commercials, comprising:

A. establishing said contest whereby listeners of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast of clues using broadcast media from time to time at least partially during broadcast of one of said commercials, with the contest requirement that a participant respond to said at least one broadcasted clue and follow the required procedure of said contest,

B. broadcasting using the broadcast media at least one set of regular program content during said program,

C. broadcasting using the broadcast media at least one set of commercials during said program as part of the content related to commercials,

D. broadcasting using the broadcast media at least one clue at least partially during a commercial of said at least one set of commercials as part of the content related to commercials, and

E. providing a specified award to each participant whose response to said clue satisfied the contest requirements to win said award.

16. (currently amended) A method of advertising within a media broadcast which features the broadcast of regular program content for a first specified period of time and broadcasting content related to commercials during a second specified period of time, comprising:

A. establishing a contest whereby listeners or viewers of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast of at least one clue using broadcast media from time to time at least partially during broadcast of at least one of said commercials, with the contest requirement that a participant respond to said at least one broadcasted clue and follow the required procedure of said contest,

| B. broadcasting using the broadcast media said program during the first specified period of time,

| C. broadcasting using the broadcast media at least one set of commercials during said second specified period of time,

| D. broadcasting using the broadcast media said at least one clue at least partially during a commercial of said at least one set of commercials during said second specified period of time, and

E. providing a specified award to each participant whose response to said clue satisfied the contest requirements to win said award.

17. (currently amended) A method of advertising within a media broadcast program which features regular program content and content related to commercials, comprising:

A. establishing a contest whereby listeners of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast using broadcast media of triggering events from time to time, with the contest requirement that a participant respond to said at least one broadcasted triggering event and follow the required procedure of said contest,

B. establishing as one rule of said contest that said triggering event will be the broadcast of a particular commercial as part of the content related to commercials,

| C. broadcasting using the broadcast media at least one set of regular program content during said program,

| D. broadcasting using the broadcast media at least one of said particular commercials during said program as part of the content related to commercials, and

E. providing a specified award to each participant whose response to said triggering event satisfied the contest requirements to win said award.

18. (currently amended) A method of advertising within a media broadcast which features the broadcast of regular program content for a first specified period of time and broadcasting content related to commercials during a second specified time period, comprising:

A. establishing a contest whereby listeners or viewers of said program may become participants in said contest by following procedures of said contest, said contest including the broadcast of at least one triggering event using broadcast media from time to time, with the contest requirement that a participant respond to said at least one broadcasted triggering event and follow the required procedure of said contest,

B. establishing as one rule of said contest that said triggering event will be the broadcast of a particular commercial as part of the content related to commercials during the second specified time period,

C. broadcasting using the broadcast media said regular program content for the first specified period of time,

D. broadcasting using the broadcast media said at least one of said particular commercials which is said triggering event during the second specified time period, and

E. providing a specified award to each participant whose response to said triggering event satisfied the contest requirements to win said award.